



- Trailheads (recreational access along the Byway); and
- Community development.

### ***Funding Enhancement Projects***

Designation of the Maryland Historic National Road Scenic Byway at a state level makes it eligible to apply for funds from the Federal Highway Administrations Scenic Byway Program. Grant applications are typically due in June (FY2002). Funding for the program is set at approximately \$23 million for 2002 and 2003. The program will need to be reauthorized with TEA-21 in 2003. Eligible activities range from the purchase of conservation easements to the development of interpretive waysides and marketing materials.

TEA-21 provides another opportunity for funding projects related to a scenic byway. Streetscape projects receive a large proportion of the Enhancement Program funding. Projects within Priority Funding Areas are eligible (Sidebar, page 5-15).

Maryland's Access 2000 program provides another opportunity for enhancements related to improving access to transit facilities. This program would be appropriate for any of the downtown urban centers along the Byway – anywhere within walking distance of a transit facility (such as a bus stop, Figure 5-20). The recreational trails program may be another way to fund trailheads and other small projects associated with multiple-use pathways that cross the Byway, or that link nearby sites to the route. For example, walking paths that make it easier to walk within small hamlets such as Flintstone and LaVale would make it easier to develop walking tours linking hotels and bed and breakfasts with historic sites and points of interest.

Additional funding sources and opportunities have been identified for each type of project area and are included in Appendix E, Grant Sources.

### ***Administration of Grants and Construction Projects***

One of the most difficult aspects of enhancing the Byway is the administration of grant funds, especially as they relate to enhancement projects. Many of the enhancement programs are subject to matching funds. In some cases, administrative services are an eligible matching category.

Each of the participating jurisdictions in search of funding for enhancement projects needs to be made aware of the administrative responsibilities and difficulties that they may encounter with this type of funding. For most byways, it is more cost effective to group together small projects across jurisdictional lines. This means that some kind of Memorandum of Understanding (MOU) is needed to agree on cost-sharing responsibilities.



For example, rather than having eight individual contracts for wayside exhibits for eight different jurisdictions, it may be better to have a single contract administered through a state agency that is used to handling consultant and construction contracts. This will reduce the amount of money needed for administration, allowing more of the grant to be spent on actual construction.

## Capturing the Visitors' Attention and Residents' Appreciation

Cutting through the marketing clutter of prospective visitors' day-to-day lives is a major challenge in attracting visitors to the Byway. Every day, they are bombarded with messages from countless other leisure activities. Capturing their attention requires creative marketing and packaging of Byway attractions, taking advantage of many different channels to alert people to those offerings, and to persuade them to visit Maryland. Because there are so many other places they can visit, they need a compelling reason to make a special trip to see the Byway, or it must be very easy to make a short detour off the Interstate to see what's there (Figures 5-23 through 5-26 from Wilson case study as an example).

To achieve the maximum potential economic development benefits, visitors first need to be attracted and then persuaded to stop and spend some time and money along the Byway. Ideally, visitors would spend the night, staying in local hotels and eating dinner rather than just driving through. Thus, marketing is an essential component to the overall strategy for the corridor. The Citizen Advisory Group and other advocates envision the Byway as serving as a showplace for the old road and the communities along it. A major goal is to attract visitors wishing to explore the qualities of the road in a more leisurely manner – hoping that more and more residents and visitors alike begin to see the old road in a new way.



*Figure 5-23 The old school house at the R.H. Wilson complex represents an excellent opportunity to develop a freestanding interpretive facility to tell the story of the transformation of the route.*

*Figure 5-24 Wilson Bridge (HABS/HAER photographs left and bottom right) and the Wilson Store (top right) provide the best opportunity to immediately demonstrate the transformation of the existing pikes that connected with the original federally funded sections of the National Road.*



PHOTOGRAPH BY HABS/HAER



PHOTOGRAPH BY HABS/HAER



### Telling the Story

First and foremost, the story of the National Road corridor must be told in a way that engages people's interest and imagination and provides a positive reason to come to the area. Visitors will respond favorably to a clear and compelling story based on three related themes.

### Origins and Significance as a Precedent

The National Road broke new ground; not just another road, it is the first **National** road built with the use of federal money.

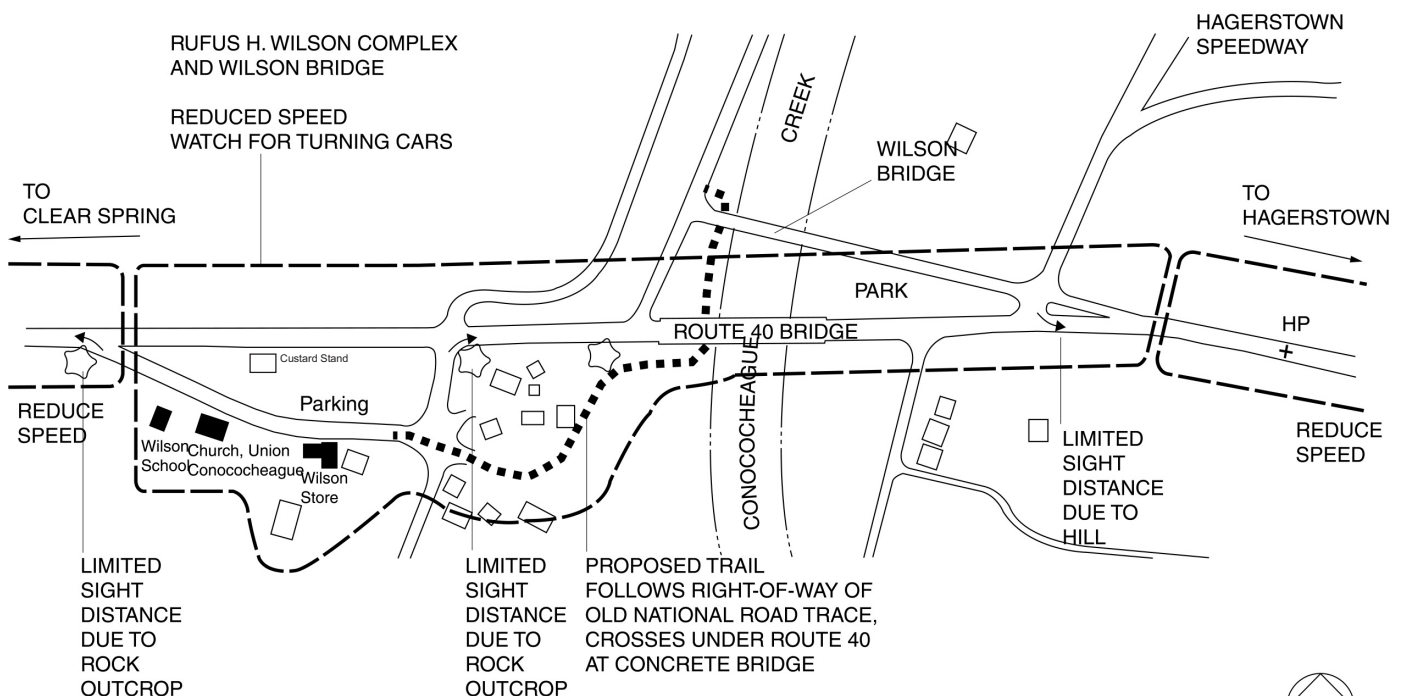
### Transformation

The National Road and the pikes transformed the physical and cultural landscapes along their routes. The corridor carried the seeds of change: physical, social, and intellectual – and the “people stories” associated with these changes.

### Evolution of Transportation

The National Road corridor has continually evolved, responding to new modes of transportation, employing new construction technologies and materials and motivated by a desire to get there faster.

Figure 5-25 The diagram below illustrates the locations of physical improvements that could be constructed to link the Wilson Store and Wilson Bridge. It might be possible to extend such a path to the Hagerstown Speedway as well (not shown on plan).





Travelers and residents should know what the National Road is, and they should be able to talk about what they did along the Byway to their friends and family. A travel experience along the Maryland Historic National Road Scenic Byway must:

- Provide orientation and wayfinding;
- Allow self-discovery;
- Make the most of differences;
- Be fun;
- Encourage pride and preservation; and
- Encourage visitors to come back.

### **Who is the Audience?**

The goal for designation as an All-American Road means that the route must be a destination unto itself. In order to be effective at achieving that goal, the interpretive programming proposed for the Byway must be designed to communicate to certain identified audiences at the local, regional, national, and international levels.

Some people have an existing interest in the Byway and already are consumers of the limited interpretation that exists. Others are potential audiences, new to the stories associated with the Byway and unfamiliar with the many experiences that the Byway can offer. Most, but not all of these groups will actually visit and travel along the Byway. With the advent of electronic media, the stories associated with the history of the Byway can be shared even without firsthand experience along the actual route. An introduction to the Byway via the Internet might prove to be so positive that it will affect future travel plans. In addition, audiences will differ in where they are coming from and why they are visiting the route. The sidebar lists a number of possible audience types.

### **AUDIENCE PROFILE**

*Local audiences include:*

- Residents who live along the Byway
- Businesses along the Byway, particularly businesses related to travel and tourism
- Proponents of local revitalization efforts and preservation stakeholders
- Local government officials
- Schools and educational institutions near the Byway
- Groups of individuals who want to see the mosaic of history reflected in Byway interpretation, (i.e., interpretation of women, young people, African Americans, Native Peoples, etc.)

*Regional, national and international audiences include:*

- Travelers attracted to the leisurely flavor of scenic Byways, travelers looking for "blue highways" (slower, scenic alternatives to Interstates)
- Travelers along intersecting or parallel interstate corridors who might appreciate something different
- Early road buffs
- Tour bus groups and operators
- Retirees
- Motorcyclists
- Antiquers
- Civil War buffs
- Adventure sports enthusiasts
- Bicyclists
- Leaf peepers in autumn
- Convention groups staying along the Byway
- Families passing through the area
- Campers and RV enthusiasts



*Figure 5-26 An old road trace can be developed into a walking path connecting Wilson Bridge with the Wilson Store. The entire environment of the road trace can be managed to recapture the period character of the route, including manipulating the surface to suggest the original surface.*



Since different interpretive techniques appeal to different audiences, early identification of target groups must precede interpretive recommendations.



*Figure 5-27 Providing information at existing scenic overlooks and visitor exhibit centers along I-70 and I-68 can capture the attention of the kind of visitor that is likely to be interested in a more leisurely travel experience.*

### ***Taking Advantage of Linkages***

Because not everyone has a particular interest in the National Road corridor and its history, attracting more visitors will be easier if the Byway is linked to potential visitors' other specific interests – examples include railroading, the Civil War, fall foliage, antiquing, shopping, vintage cars, car racing, adventure sports, etc. (Figure 5-27). Specialized web pages and traditional paper brochures that highlight antiquing or viewing the foliage along the Byway would help to broaden the potential market. Wherever possible, these web pages should be linked to related web sites, such as for nearby Civil War battlefields.

Also important will be links between the Byway and other attractions and trails to take advantage of the audiences already in the area. The Baltimore Inner Harbor and the state's many natural resources – hiking and biking trails, camping, golf, skiing and water sports – attract hundreds of thousands of visitors each year. Luring some of these visitors to corridor sites and tours would greatly expand the market for Byway attractions. Such links can be encouraged through placing displays, brochures, suggested tours, and other materials in the parks and other destinations. Loop tours should be developed to pull Interstate travelers off the highway for at least a short detour.

Byway attractions themselves (museums, historic houses and inns, parks, etc.) need to be better linked together. "Passport" programs (joint ticketing and/or discounts on admissions to multiple attractions) could be used to encourage visitors to stop at other attractions down the road. Visiting multiple attractions helps give visitors more to do when they're driving along the Byway, encouraging them to stay longer and spend more. Passport programs are strongly advocated by the CAG.

### ***Marketing***

A common logo and joint marketing brochures should be developed as soon as possible so that people begin to recognize the Byway and to think about it as a destination or an alternative route.

Byway marketing needs to use multiple channels and media to reach visitors – signage, brochures, visitors centers, the Internet, travel radio, taped tours, displays in rest areas and other places, and classroom materials. Whenever possible, full advantage should be taken of free media through public relations and press releases. Besides the cost advantages, free media have the added benefit that readers tend to believe them and give them more weight in their travel decisions. Stories in the local media also can help to build residents' awareness and support for the Byway.



### ***Using Promotional Events to Build Visitation***

One of the best techniques for generating media coverage is through promotional events. Festivals and other events are an outstanding opportunity for public relations and also important in attracting visitors.

The National Road corridor communities have a number of festivals and events already. Two events continue the tradition of reenacting wagon trails along the National Road in Maryland and Pennsylvania: the National Pike Festival and Wagon Trail in Washington County (from Clear Spring to Boonsboro) and the Laurel Highlands Pike Days with a four-day wagon trail starting in Grantsville, Maryland. Allegany County is in the process of reviving the National Road Days as more of an educational and interpretive event, starting in the Summer of 2001 associated with the National Road Alliance biennial conference being held at Rocky Gap. Promoters of the event envision an annual event with full dress reenactments designed to teach visitors and residents alike about what life was like for the early pioneers along the National Road.

Festivals provide the opportunity to create a unique experience that cannot be offered every day. Covered wagon rides, entertainment, vintage car rallies, craft demonstrations, and children's activities give visitors a memorable experience. It gives them a reason to come back, rather than just visit once and figure they have "been there, done that." Properly scheduled, promotional events can also help in attracting visitors during slow times. A festival scheduled in September when hotel rooms are more available may attract families who might not otherwise visit during that time of the year.

As a starting point, Byway activities could be integrated into existing local heritage festivals to help build awareness and support. As resources increase, festivals could be staged jointly by counties. A good opportunity for integrating National Road promotion, education and interpretation will be coming up soon at the upcoming celebration "175 Years of American Railroading" now planned for 2003-2004. Event planners are anticipating two- to four-million visitors associated with the event centered around the B&O Railroad Museum in Baltimore (along with the B&O Railroad Depot Museum in Ellicott City).

### ***Measuring the Economic Benefits of Enhanced Visitation***

The economic benefits of tourism break into two categories: direct benefits of increased sales by tourist-related businesses; and indirect spin-off benefits enjoyed by other businesses throughout the state.

Direct benefits include sales by attractions, hotels, restaurants, gift shops, gas stations, and other businesses that sell or provide services directly to tourists. Those benefits are maximized when visitors can be held in the state longer, preferably spending the night in a Maryland hotel, visiting multiple attractions, and taking time to shop. The



### USE OF THE BYWAY LOGO

To help ensure a strong, recognizable image associated with the Maryland Historic National Road Scenic Byway (and with other State's segments), using a common logo is an essential part of brand development strategy. The logo should be used any time a byway partner is producing byway related material such as brochures, videos, websites, newsletters, interpretive information, highway signs, byway community entrances, byway advertising, byway magazine articles, and presentations, etc. The more the logo is used, the more recognizable it will be to visitors and residents alike, helping to raise the awareness of the National Road as an important community asset. Usage guidelines will be developed to assist in getting the best reproduction quality and image.



Figure 5-28 (above and right) (Sample logo, actual design in progress) A common logo "shield" has been proposed for use by the six-state National Road Alliance as a means of establishing a common identity for the National Road corridor. The National Road Alliance's sign allows for each state's own logo to be placed within the shield. Providing a brown backdrop to existing route marking signs can help to differentiate the Byway as a recreational touring route, different from other more functional directional guidance.

average heritage tourist staying overnight spends \$100 per day per person.

Spin-off benefits in other Maryland businesses result when tourist-based businesses buy goods and materials and when their employees pay their rent, eat out, buy groceries, and pay their taxes. These indirect, spin-off benefits are measured using an economic multiplier developed by the US Bureau of Economic Analysis based on analysis of the Maryland economy. This multiplier suggests that every \$1 spent by a Byway visitor generates another \$0.99 elsewhere in the Maryland economy.

Enhanced visitation resulting from Byway investments and activities can be expected to grow gradually as marketing proceeds, promotions are developed, and public awareness builds. The Office of Tourism Development and individual communities can track visitation and the effectiveness of their tourism efforts by using a number of measures:

- Hotel occupancies, particularly on weekends;
- Requests for information through toll-free numbers;
- Inquiries at visitor centers;
- Visitation to key Byway attractions;
- Number of visitors taking Byway bus tours; and
- Out-of-town visitors to Byway festivals.



### Finding Your Way Along the Byway

Following the Byway through the more developed sections of the route can be a real challenge. In addition to the changing street and route names, there is a tremendous amount of visual information that competes for attention. The existing Maryland Scenic Byway route marking signs may reassure a driver that they are on the right route, but the signs do not make it any easier to follow the Byway.

To remedy this problem, a simple wayfinding system is needed. The wayfinding system must address the following key issues:

- It must provide information to interstate travelers on how to get to the Byway;
- It must provide information about how to follow the route once the traveler is on it;
- It must provide information about how to find local visitor information; and,
- The local visitor information must then provide detailed brochures and portable media to guide visitors to appropriate local features and attractions along the corridor that make a visitor's experience more enjoyable.



### Key Wayfinding System Elements

The wayfinding needs for the Maryland Historic National Road Scenic Byway can be met by using the standard Manual of Uniform Traffic Control Devices (MUTCD) requirements for signage and color schemes and incorporating a few other design elements:

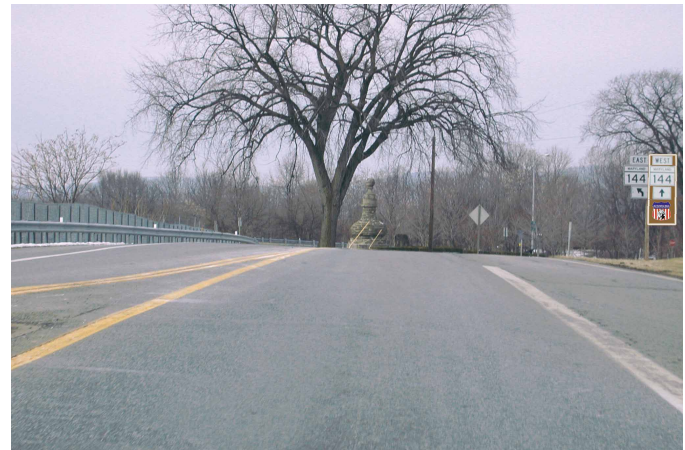
- A brown sign background, highlighting the route's recreational aspects (Figure 5-28). (Brown is the color designated in the MUTCD);
- The amount of information on any one single post sign should be limited to the route identifying information, a directional arrow and the National Road logo;
- The six-state National Road Shield (as proposed by the National Road Alliance) to tie the six-state



(3) Too many competing signs make it difficult for the average traveler to comprehend the directions.



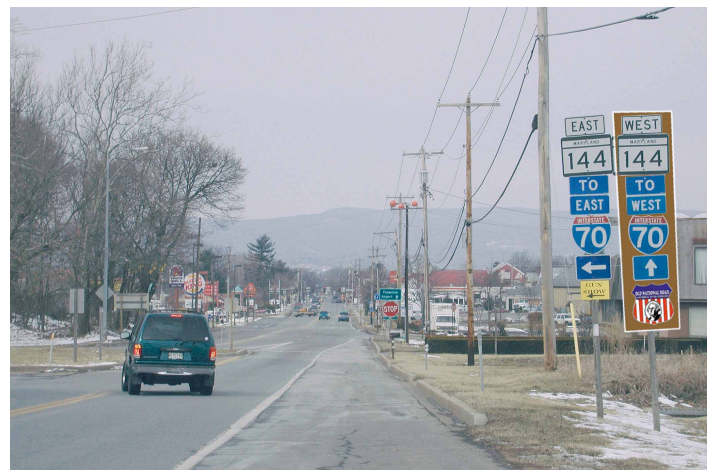
(1) Highlighting Maryland Historic National Road Scenic Byway in relation to other Frederick exits off I-70.



(4) Highlighting appropriate route when presented with two choices (adjacent to Jug Bridge Monument).



(2) Highlighting the next exit utilizing the Byway shield.



(5) Highlighting the Byway directional sign within a strip commercial setting.

Figure 5-29 Simulations illustrate proposed wayfinding techniques for getting off the Byway in Frederick (1 through 5) and for following the route through a complicated intersection such as going from 144 to US 40 Alternate (6 through 9)



(6) Change in direction at the intersection of MD144 and US 340.



(7) Approaching the MD 144 intersection with US 15 and US 40; Byway logo on sign on right, next to curb, directs travelers to look for Alternate 40 ahead.



(8) Use of overhead sign to direct travelers to Alternate 40 near the end of Frederick's "Golden Mile".



(9) Reinforcing the change in character of the route with the Maryland Scenic Byway sign along Alternate 40, heading west.

- route together and elevate the significance of the route); and
- Directional signage to local visitor information points.

#### Finding the Byway from the Interstate

There are a number of reasons a visitor may want to get off the Interstate and take the route less traveled. Travelers may be weary of interstate travel. They may be looking for a place to eat a meal. They may be looking for something to do that is different than what they could do at home -- perhaps something that will take no more than a couple of hours. They may be a "die hard" road buff or a "student of the landscape" looking to spend several days traveling along the early route in search of some of the early historical features that are still evident. For whatever reason, traveling along the Maryland Historic National Road Scenic Byway is likely to start from an interstate or other primary route. Travelers will need to be able to find the Byway, and once there, follow along it.

According to the SHA, the Maryland National Road will not be included as a primary destination on interstate guide signs. It may be considered as a supplemental destination on existing or new supplemental guide signs. All signage must be coordinated with the MDOT efforts to coordinate overall signing (page 7-2).



### Staying on the Byway

Once the visitor has found the Byway, it is often difficult to stay with it. In urban areas one-way streets, complex intersections, and the fact that the route changes identifying numbers several times as it moves from one jurisdiction to another provide continuous challenges for the new visitor.

### Local Visitor Information

Once off the interstate, byway visitors may want to have a place to immediately find local visitor information. There are several locations where existing commercial stores, gift shops, antique stores, craft shops, or other visitor friendly operations are interested in providing local visitor information. For example, the proprietors of the Knot Hole Craft Shops at exit 62 off I-68 are interested in providing local visitor information for the Flintstone area and the Green Ridge State Forest. A local visitor information sign (MUTCD sign D9-10) should be placed in the appropriate location on highway exits and guide signs placed at the turns.

## **Making the Trip More Enjoyable and Educational**

Bringing people to Maryland to experience the Byway will depend on having something to show them and a story to tell. Maryland is competing with a wide range of other tourism destinations and leisure-time activities. Prospective visitors have a large variety of choices available to them. Choosing to come to the Byway will depend on telling a good story, or tapping into visitors' particular interests.

### ***Types of Interpretation for the Byway***

The types of interpretation used should appeal to existing and potential audiences:

- "Portable" media – books, brochures, guidebooks, postcards, walking tours, trail guides, traveling exhibits, AV program, plus news stories and the Internet;
- "Wayside" exhibits – kiosks, trailheads and trail markers, overlooks, "low" or "high" profile panels;
- Landscaping and street furniture – mile markers, monuments, signs, benches, lights, parking lots, etc.;
- Exhibits – exterior and interior; and
- Programs – special events, local celebrations, school materials, conferences, guided tours, wagon rides, hospitality programs for local residents and businesses, MSHA's Adopt-A-Highway program.

Themes should be also used to develop packaged tours. Tours need to be able to offer enough interesting things to do and see to provide a full day's itinerary that will appeal to participants.

The types of interpretation recommended for the Byway should emerge from the themes and visitor experiences identified in this plan.

## **OPPORTUNITIES FOR WAYSIDE EXHIBITS**

*Initially, the greatest interpretive impact will occur where there already are visitors. The Byway needs more attention at these places to introduce visitors to the Byway. Opportunities include:*

- I-68 Welcome Center, Friendsville
- Fuller Baker Log House
- Big Savage, Meadow, and Negro Mountains, Garrett Co.
- Casselman River Bridge State Park
- LaVale Toll House
- Cumberland, Origin of National Road
- Scenic 40 Overlooks (Sideling Hill, Town Hill, Green Ridge, Martin's Mtn., Polish Mtn.)
- Town Hill Hotel
- Sideling Hill Exhibit Center
- Wilson Bridge and Store
- Ft. Frederick State Park
- Boonsboro
- Washington Monument State Park
- I-70 Visitor Center (Exterior exhibit for first 3 yrs)
- Braddock Mountain, Frederick Co.
- Civil War Medicine Museum, Frederick
- Jug Bridge Monument, Frederick
- I-270 Overlook
- New Market (part of MSHA Neighborhood Conservation Project)
- Patapsco Valley State Park (overlooks)
- Trolley Line #8, Catonsville
- Catonsville Firehouse
- Paradise Ave, Catonsville
- Irvington
- Frederick Road at Gwynns Falls, Baltimore City (developed in relation to the Greenway)
- Eastern Gateway Site, Baltimore City



## OPPORTUNITIES FOR INTERIOR EXHIBITS

*Interior exhibits can be incorporated into existing facilities at:*

- I-70 Visitor Centers (after renovation is complete)
- Penn Alps in Garrett County
- Thrasher Carriage House in Frostburg
- Rocky Gap and other state parks
- Canal Place Visitor Center in Cumberland
- Allegany County Museum, Cumberland
- C&O Canal National Historic Park Visitor Center in Hancock
- Hagerstown Visitor Center
- Baldwin Hotel/Maryland Education Center, Hagerstown
- Frederick Visitor Center
- The B&O Railroad Museums in Baltimore and Ellicott City
- Baltimore Visitor Center

Interpretation should appeal to existing and potential audiences as outlined above (Sidebar, page 5-34). This approach suggests some broad categories:

### *“Portable” Media*

Attractively designed and often heavily illustrated materials are not confined to a specific location or linked to a single resource. These materials could include books, brochures, guidebooks, postcards, walking tours, trail guides, traveling exhibits, and AV programs, plus copies of news stories and web pages from the Internet. Portable media means materials can be distributed and used on or off site.

Such materials will help with orientation, help visitors “read” and understand the corridor landscapes, encourage self-discovery, and support preservation and resource stewardship. The material can be general, providing context and expanded discussion of the Byway’s themes, or it can be specific, designed to appeal to special interests. Portable media is an excellent way to interpret how the National Road corridor transformed life along its path. Because the material can be used effectively off-site, it can help to point out the distinctiveness of the Byway and encourage visitation. When focused on resources along the Byway, this material should reflect and deepen local pride. Businesses and existing attractions along the Byway, particularly those affected by tourism, will be a primary outlet for these types of portable programming. Development of these materials will provide local groups with opportunities to become involved in Byway programming.

### *“Wayside” Exhibits*

Wayside exhibits (kiosks, trailheads and trail markers, overlooks, “low” or “high” profile panels) will help to create a visual identity for the Byway. By making them of a similar design throughout the corridor, they will become familiar sources of information and interpretation, always readily available for visitor use. Manufactured from durable materials now available, they will be a cost-effective tool for reaching large numbers of visitors.

Waysides can be installed in a variety of location, including:

- “Entry” points to the Byway – places where potential visitors cross the path of the Byway or enter the corridor, usually at existing attractions or facilities. Waysides can be used at trailheads or at points of initial contact in towns or parks along the Byway (adjacent to parking lots, for example). At these entry points, they will set up the story, providing the context of the big picture. If appropriate, waysides can be placed as an introduction to a specific site or trail. The waysides will help to orient visitors and facilitate self-discovery via maps and information about planning a visit;
- Specific sites and scenic or interpretive overlooks. When waysides are used to interpret a specific site or resource, they will



function as a label next to an artifact in a museum. There must be something to see. They will become emblems of worth, marking a resource with a compelling story that should be preserved. If well-designed and sensitively located, these waysides can encourage local pride; and

- “Generic” waysides can be used to interpret corridor-wide themes. A panel installed in several locations might interpret the origin of the road and summarize its history, explaining where it went and how it evolved. Another panel could focus on how the road was constructed. Panels might explain styles of houses along the corridor or types of barns and agricultural outbuildings, helping visitors to internalize basic information and then apply it as they continue their trips or observe their own neighborhoods. A series of panels could focus on the people who built, lived, or worked along the road, supplemented with a second panel that tells the story of a local person. A panel or panels could be planned for use at overlooks. One might explain the multiple generations of roads visible while another might interpret how transportation reacted to geography. Since many travelers will not continue along the entire corridor and few who do will stop at all locations, repeated signs will reduce cost and distribute quality materials to areas that may not have local resources. Many “generic” stories can be identified as the planning continues.

All wayside installations need to provide some very basic element of context. No matter what the topic of an individual panel, each should contain one or two overriding messages – perhaps where the Byway goes and some phrase that captures the essence of the route’s story (Linking East and West, A Nation on the Move, Quest for the West, etc.)

### *Repeating Elements*

Mile markers, monuments, signs, benches, lights, and even parking lots can be designed to give a unified look and feel to the places where visitors are encouraged. Although not explicitly interpretive in nature, these types of features will help to establish a transportation identity and place the Byway into chronological context. Special design elements and features should reflect the three primary eras of National Road history – the “Heyday” period (pre-1850), the “Agricultural and Trade” period (approximately 1850-1910), and the “Revival” period of the Route 40 automobile era (approximately 1910-1960).

By providing visual cues, repeating elements will help with visitor orientation and self-discovery. Assuming attention to quality, they will make the Byway attractive, interesting, and pleasant. Prepared guidelines or criteria can allow the features to be used as models that can be adopted at other locations along the Byway. These model installations will illustrate how special design elements can be used to advantage.



*Figure 5-29 Freestanding interpretive signs, such as the one already constructed in Grantsville, should have a common look and feel from one end of the route to the other.*



Figure 5-30 *Madonna of the Trail* statue along the National Road near Beallsville, Pennsylvania. (photo by Gregory Conniff, in Raitz 387)

Twelve duplicate statues were stationed along the National Road in the early 20th century by Daughters of the American Revolution preservationists.



Figure 5-31 A structure like the millstone wall at Stanton's Mill, near Casselman River Bridge State Park, could use embedded murals to tell the story of the National Road corridor. (Figure 5-32).

Several specific features should be mentioned. Mile markers should become even more numerous. Efforts to replace the "Madonna of the Trail" statue should be encouraged (Figure 5-30). A replica of an existing statue could be cast and placed in the City of Cumberland's Riverside Park to further emphasize the importance of "Mile Zero" of the National Road.

Since actual examples of the earlier road surfaces do not survive where visitors can see them, facilities like parking lots may present opportunities to recreate and display historic construction methods. Other typical roadside features, evident in postcards and historic photos, should be identified – business/advertising signs, highway directional or mileage signs, gas pumps, tavern signs, even the phalanx of telephone poles that lined the highway in the mid-20th century might be exhibited at a roadside facility.

#### *Exhibits – Exterior and Interior*

Some of the landscape features described above will have the feel and the impact of exterior exhibits. However, "exterior exhibits" will be accompanied with interpretive text, probably some form of weather-durable wayside exhibit. They may be hybrids employing more than one interpretive technique (waysides, sculpture, brochure, trail, even personal interpretation during the busiest times and at heavily visited facilities). These exhibits could take the form of full-scale vehicles – wagons, coaches, trolleys, and autos. They could replicate road construction, showing the road surface in several stages of work. They might focus on the people of the road via statues of figures – workers, travelers, residents, etc. – the story needs humanizing and this is an excellent way to attract visitors to actual life stories.

Most of these exterior exhibits will be placed in settings that already attract visitors – towns, parks, overlooks, museums, trailheads, etc. (Figures 4-31 and 4-32). They will superimpose the National Road story on related natural, historical, recreational, and perhaps commercial sites. Some elements, once created, might be used in multiple locations.

In these already used areas, the exterior exhibits will help with orientation, both to the story of the National Road and to other attractions along the Byway. They will play an important role in communicating to visitors who come to the area because of other interests – recreation, Civil War, railroads, antiques, shopping, etc. Because they will be well designed, they will add to local pride wherever they are installed in neighborhoods, towns, and cities. Certainly they will make travel along the Byway more interesting and enjoyable. They will provide another reason to stretch stiffened legs and explore. Since travelers often have established itineraries, the exhibits may encourage a return visit to see more.



Interior exhibits can be installed in existing facilities. They will play an important role in interpreting the National Road story since they will provide opportunities (along with certain portable interpretive media) to focus on Byway themes. Because interior exhibits can be less dependent on location than others (waysides, for example), they can explain the origins and evolution of the National Road and how it transformed its corridor. They will help with orientation, and, supplemented with colorful images and perhaps AV, they can encourage exploration of the Byway.

By using existing facilities, the critical issues of staffing, regular operating hours, and operating costs can be addressed. Professionally designed, interior exhibits would provide attractive enhancements that could increase the popularity of existing facilities. They could be extensive, modest, or even temporary in nature, depending on space available from willing facility managers (Sidebar, page 5-41)

### ***Creating Opportunities for Education and Fun***

After introducing people to the Byway via the Internet and travel brochures, bringing people to Maryland depends on having something to visit. Development of driving, walking, and bicycling tours will help visitors to understand what there is to see and make it easy for them to get around. Tours can take the form of:

- Map brochures with directions and information about the route and attractions for self-guided tours (for example, several walking tours are available already in the City of Hagerstown);
- Tours on cassette tape to direct drivers and inform them about what they are seeing; or
- Tour guides and information for bus tour operators organizing tour groups.

Developing attractions and things for the visitor to see and experience will be critical to the long-term success of the Byway as a tourism and economic development generator. The visitor experience needs to include real places to see and visit.

This means mounting a concerted program to encourage preservation and rehabilitation of historic buildings along the Byway that will give the visitor a sense of what life was like at different points in its history. (see page 5-3 for more information on preserving the route.)

Making sure that the route along the Byway looks different from what the visitors have at home is important if the visitor is to truly experience the National Road corridor and its heritage. Recommendations for enhancing the route are described starting on page 5-14.

### ***GUIDING PRINCIPLES FOR INTERPRETATION***

- *Desired experiences that focus on quality of life can be linked to historic preservation and beautification. Local pride is important.*
- *Audiences include more than tourists and residents. They include partners, state and local officials, educational groups—kids, college students, and adults—and remote visitors (news media and the Internet).*
- *Audiences include visitors who come to and use existing facilities— attractiveness counts. Those who regularly come into contact with tourists— store, motel, restaurant owners, the police— need to become local ambassadors.*
- *Themes encourage attention to the character of landscapes and towns. Residents and visitors need to see, understand, and appreciate.*
- *Interpreting where visitors are seems promising. Support and strengthen what exists. Add new interpretive media—waysides, landscaping, programs.*
- *Themes include people. Not just what experts want to tell about the National Road, but also what visitors want to know. Humanize the story. Allow for diversity and multiple points of view. Visitors need to see themselves in the story.*
- *Make sure there is a “there” there. There needs to be something to see, something worth the trip, something to include in tours.*
- *Help visitors and residents to see for themselves. Self-discovery is important.*
- *Wayfinding and orientation is critical. It begins off-site and continues with maps, brochures, and signs that help visitors find their way.*

**GUIDING PRINCIPLES, continued**

- *Special events are important.*  
*Offer fun. Attract regional visitors.*  
*Help focus local support.*  
*Strengthen local pride.*
- *Experiences include difference.*  
*Travel on the Byway is different.*  
*Worth the trip. Worth the time.*  
*And interpretive facilities are part of the attraction.*

***Reenactments, Demonstrations, and Living History***

Whenever resources allow, reenactments, storytellers, and demonstrations should augment static displays in the corridor's museums, attractions, and historic structures. In these days of multimedia, most visitors need something more active than a static display and signs to engage their attention and imagination. Storytellers and docents are an important resource in engaging the visitor and answering their questions. National Road or Pike taverns with servers in period dress hosting an afternoon tea or a period lunch could attract visitors. Westmar Tours and Travel in western Maryland is currently experimenting with this concept along the Byway.

Civil War reenactments provide a unique experience for the visitor and offers another opportunity. The corridor was part of important Civil War campaigns and battles.

During festivals, operating a reproduction stage coach or covered wagon along parts of the route would be a good way to engage younger visitors in the story of the route. Native American demonstrations and living history also would help visitors to appreciate the road's origins.

***A Few More Words of Advice on Interpretation***

Creating a more pleasant and comfortable experience for visitors will be an important factor in encouraging first-time and repeat visits. Wayfinding signs are needed to help the visitors to find the Byway and individual attractions, as stated earlier in this chapter. Visitors will be more willing to leave the major travel routes if maps and brochures are available in Visitor Centers and other key outlets.

*Figure 5-32 Overlay sketch of proposed exhibit at Casselman River Bridge State Park, east of Grantsville shows example of murals embedded into a retaining wall.*





Attractions along the Byway need adequate parking facilities, particularly for tour buses. Also important are road and intersection enhancements to make visits to the corridor safe.

A compelling story in and of itself will not draw visitors to the Byway. Instead, it's what they can do along the way: the shopping; the recreation; the parks; the towns; and the views. These existing experiences can be augmented and supplemented with interesting landscaping and with new interpretive media. The story may not make them come, but it will enrich the total experience when they arrive. It may convince them to return, stay longer, or tell friends. It will make the Byway more distinctive and attractive than another stretch of interstate highway. It will upgrade the total travel experience.